

Name: _____

**The Sinking of the Lusitania
Propaganda Analysis**

1. What are the contents of the poster?

- a. What are the main colours used in the poster?

- b. What graphic images are included in the poster?

- c. What symbols (if any) are used in the poster?

- d. What other things do your notice?

2. Who is the intended target (the audience) of the propaganda?

3. Who is the sender of the message (what side is the poster for, which side is it against)?

4. What is the message in the poster?

a. Is it positive or negative? How did you reach this conclusion?

b. Which of the propaganda techniques is this poster using? How?

- i. Assertion → Enthusiastic or energetic statement presented as a fact, although it is not necessarily true
- ii. Bandwagon → An appeal to the subject to follow the crowd, to join in because others are doing so as well
- iii. Glittering Generalities → Linking words with positive meanings to highly valued concepts in order to demand thoughtless acceptance
- iv. Lesser of Two Evils → Presenting something as the least offensive option – often to justify difficult decisions
- v. Name Calling → The use of derogatory language or words that carry a negative connotation when describing an enemy

c. Which of the main reasons for propaganda does this poster meet?

- i. To encourage men to enlist in the armed forces
- ii. To encourage people to conserve on the Home Front and contribute to the war effort
- iii. To create a negative view of the enemy

5. What is the overall effect or outcome of the poster?